



Australian Government

CUAGR312 Use typography techniques

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to use typography techniques in design work.

It applies to those who work in the creative industries that require visual communication solutions. Typography may be applied in print jobs such as brochure and publication layout, poster and logo design or to websites, motion graphics and information graphics. At this level, work would be undertaken independently, but within established guidelines and with guidance as required.

No licensing, legislative or certification conditions apply to this unit at the time of publication.

Unit Sector

Visual communication – graphic design

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan typographic work	1.1 Identify requirements for typographic work in briefing documentation and clarify requirements with required personnel 1.2 Collect reference material on typefaces and typography according to briefing documentation 1.3 Organise workspace and equipment according to safety requirements and organisational procedures
2. Test and explore a range of typographic techniques	2.1 Identify approaches to typography design and establish criteria for selection of final approach 2.2 Select materials, tools and equipment that test approaches,

ELEMENT	PERFORMANCE CRITERIA
	styles and techniques 2.3 Trial typography techniques that meet the design brief 2.4 Evaluate trials against criteria and select design approach that meets the design brief
3. Complete typographic work	3.1 Develop typographic work in response to the design brief 3.2 Review work in progress in relation to the design brief 3.3 Seek and use feedback on work in progress and make adjustments to typographic work as required 3.4 Confirm typography meets briefing requirements 3.5 Back-up and store files and completed documentation using standard industry procedures 3.6 Present completed work within agreed time and quality as established by the design brief

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	• Interprets straightforward textual information from required sources and identifies required information • Reviews spelling and grammar accuracy and compliance with specifications • Identifies required corrections to typography
Oral Communication	• Confirms information and requirements using simple and industry standard language • Confirms understanding using listening and questioning techniques
Self-management	• Takes personal responsibility for following safe work practices and organisational requirements when planning and completing tasks
Teamwork	• Follows accepted communication practices and techniques, confirms requirements and requests feedback
Planning and organising	• Plans and implements routine and investigative tasks in a logical sequence • Considers scope of creative exploration required and evaluates effectiveness of outcomes against established criteria

Unit Mapping Information

Supersedes and is equivalent to CUAGRD302 Use typography techniques.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>